

SUMMARY

Process oriented Data Analyst with 2 years of experience doing meticulous and intensive work in marketing intelligence, analytical research, business consulting, e-commerce optimization and other advanced analytical area. Experienced in interpreting and analyzing data to drive growth for multiple industries. Provided strategic operation recommendations. Furnish actionable insights, analytics, and business intelligence needed to guide decisions.

- Certification: Google Analytics Individual Qualification, Udacity A/B Testing by Google
- Skills: Excel (Xlookup, Pivot Table, VBA etc), SQL, R, Python, Tableau, Power BI, Google Analytics, Google Cloud
- Proficient in advanced analytics method including Correlation, Regression, Classification, Clustering, A/B Testing, NLP, etc.

EDUCATION

University of Rochester | Simon Business School | MS in Marketing Analytics Expected 12/20
The Hong Kong Polytechnic University | BBA in Management 05/19

WORK EXPERIENCE

Parisa Wang | New York, NY | Data Scientist Intern 07/20 – 10/20

- Extracted, blended, and analyzed inventory and sales data and conducted several time series forecasting models to predict future performance; Focused on explaining the related impact of internal and external factors.
- Built an NLP analysis using R and Google Natural Language API to find out key drivers for simulating what and why customers were likely to give low satisfaction score in terms of making purchase.
- Performed digital marketing creatives analysis using Python and Google Vision API to identify the right components that can demonstrate a strong site visit and purchase impact and to understand the optimization opportunities.
- Developed data-driven reporting dashboards using user level data to inform optimization priorities from a daypart and weekly trend perspective for tracking online consumer behavior; Acquired 150 waitlist subscribers and converted 50 handbag pre-sales during pre-launch stage.

Intime Artisan de Parfum | Hong Kong | Marketing Analyst 09/18 – 05/19

- Defined and determined key performance indicators and metrics for consumer behaviors to be analyzed for marketing decisions and growth opportunities.
- Leveraged R and Python to build a conjoint model and analyzed more than 200 customers' responses over 6 different perfumes; Built up several customer segmentations which reflect different demographic and geographic dimensions to project the relative impact of different sales lifts and promotions.
- Planned brand partnership workshops with Fendi and Allen & Every to promote bespoke perfume; optimized social media campaigns with more accurate targeting demos; attracted 30% incremental reaches and 20% sales.

Ogilvy & Mather | Beijing | Marketing Analyst Intern 05/18 – 08-18

- Analyzed and executed large, compiled datasets using SQL and R from various market research sources to generate branding strategies in order to engaging with Gen Z and Millennial populations.
- Utilized in-depth experimental design by analyzing the correlation and causation of historical performance of content and creative assets across digital, search, social, email and OOH.
- Led initiative to build competitor analysis; Focused on Valentine's Day promotional activities to support client's marketing strategies, attracted 5k retweets.

PROJECTS

KIRUNIVERSE Digital Marketing Strategy | New York, NY | Project Leader 07/20 until now

- Monitored and analyzed the operation of the company website by developing monthly dashboards and utilizing a series of business metrics such as traffic, bounce rate, session duration, etc.
- Collaborated with web development team to set up an A/B experiment (landing page design) on live traffic; used SQL to analyze the A/B test results and gave recommendations on page design, which improved the traffic by 30%.

Beech-Nut Growth Strategy | Rochester, NY | Analyst 01/20 – 05/20

- Conducted data cleaning and processing 500K baby food sales data; performed complex imputation and feature selection methodology to prepare for the data analysis in R.
- Built up several advanced analyses such as price elasticity of different brand, correlation analysis, situational analysis, market trending and customer segmentations; summarized data-driven results to support product re-position strategy.
- Visualized the analyses results by Tableau and provided suggestions on market share, brand awareness, channel mix, targeting, partnership and flavor development to increase the volume and ROI of customers.